

# From Evidence to Impact: Fundamentals of Global Health Advocacy

## Course Directors from Results Canada

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## Course Format:

**Online only.** The course will take place from 9:00 AM to 12:00 PM (EST) each day from May 20-23, 2025. All content will be recorded and accessible to participants until July 1, 2025.

## Overview:

Advocacy has a crucial role to play in shaping priorities and policies in global health, yet figuring out how to get started in advocacy can be daunting. Through a combination of lectures, interactive activities, case studies and guest speakers, participants will leave this course inspired by the potential of advocacy for positive change and confident in their ability to incorporate it into their own global health work. Focusing on both the theory and practical steps behind effective advocacy, this course is relevant for both global and Canadian audiences as well as those brand-new to advocacy or those who want to build on their existing skills.

## Objectives:

- To foster a nuanced understanding of advocacy, decision-making processes, and translating evidence-based knowledge into policy action in global health
- To equip participants with the ability to develop a step-by-step advocacy strategy – from developing an “ask” to identifying appropriate targets, tactics and allies and measuring impact.
- To explore and share different strategies, tactics, challenges and barriers to influence decision making in global health.
- To encourage participants to apply advocacy using an anti-oppression and equity lens to their areas of work.

## Course Agenda

Each day of the course will include a range of individual and group exercises for participants to apply course concepts to the issue areas they work on. Participants will hear from global health advocacy experts from across the world, operating in different concepts to enhance and deepen the range of advocacy tactics available. Each day will include two 15-minute breaks, and community-building activities to network with course participants. Course content subject to change depending on speaker availability.

### Day #1: Monday May 20

#### Topic: Global Health Advocacy: The Basics

- Introduction to the Course
- Expectations & Objectives
- Community-building Activity
- Defining Advocacy & Outcomes
- Why is Advocacy Important: panel discussion with advocates across different contexts working to advance impact on global health
- History of global health advocacy movements
- Exercise: Identify a global health challenge to address through advocacy in small groups
- Advocating in challenging contexts & systems
- Day #1 Wrap-up

### Day #2: Tuesday May 21

#### Topic: Building an Impactful Advocacy Strategy

- Community-building Activity
- Components of an Advocacy Strategy
- Identifying the problem
- Creating an Ask
- Exercise: Drafting an ask for your global health challenge
- Targeting Influencers & Decision-makers
- Exercise: Power & Systems Mapping
- Monitoring & Evaluating Advocacy
- Case Study on the Global Fund: expert speaker from Global Fund Advocates Network on the impact of Global Fund programming to fight Aids, TB and Malaria
- Day #2 Wrap up

## Day #3: Wednesday May 22

### Topic: Communicating Effectively with Decision-makers

- Community-building Activity
- The importance of Story telling
- Safia Ibrahim shares her story: polio survivor, advocate and public engagement manager
- How to draft an elevator pitch
- The EPIC model
- Exercise: drafting an EPIC on your global health challenge
- Meaningful engagement & ethical storytelling: expert speaker
- Digital Communication Top Tips
- Day #3 Wrap-up

## Day #4: Thursday May 23

### Topic: Tactical Actions for Change

- Community-building Activity
- Engaging Elected Officials
- Taking Action on Social Media
- Getting published in the Media: LTE's and Op-Eds
- Coalition-building & Stakeholder engagement
- Results Canada Volunteer Panel: taking action on global health
- Creative advocacy: expert speaker, using art for advocacy
- Exercise: Identify tactics to advance impact on your global health challenge
- Final Reflections
- Day #4 Wrap-up & Course Conclusion